



2020 VIRGINIA APPALACHIAN REGIONAL COMMISSION

HOW TO APPLY WORKSHOP



ARC Background

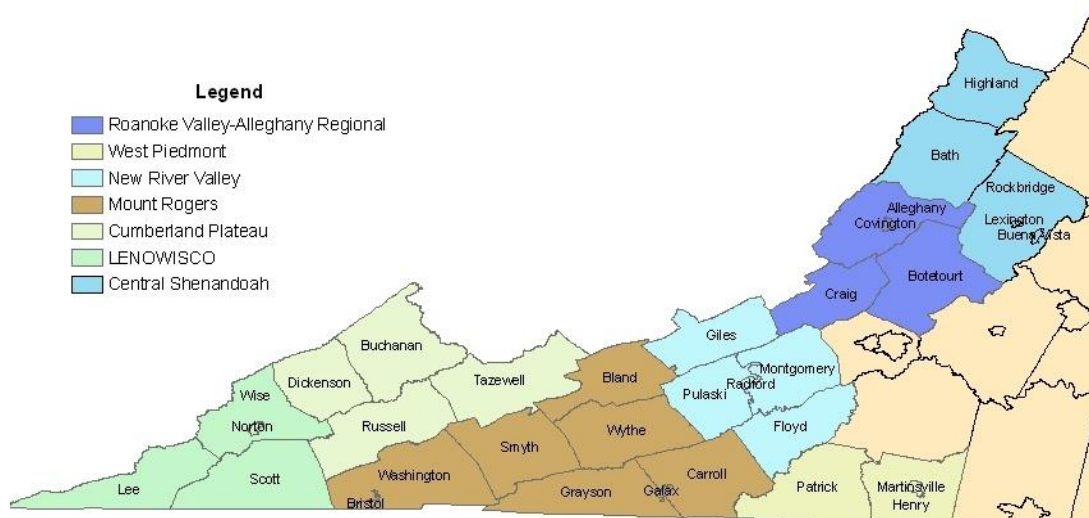
- The Appalachian Regional Commission, or ARC, is an independent Federal agency created through the Appalachian Regional Development Act of 1965
- ARC's mission is to be an advocate for and partner with the people of Appalachia to create opportunities for self-sustaining economic development and improved quality of life



ARC and Virginia

- Virginia is one of thirteen states in the ARC region
- In Virginia, 25 counties and 8 independent cities are included in the region

Virginia's ARC Local Development Districts





DHCD Happenings

- Oak Ridge Summer Program
- CDBG Grants Management Workshop
November 18-19, 2019 in Hampton, VA
- Governor's Housing Conference
November 20-22, 2019 in Hampton, VA



ARC in Virginia

- Virginia receives funding on an annual basis and through special initiatives for distribution in the designated localities
- Virginia develops a Four-Year Development Plan and Annual Strategy Statement to establish priorities and guide the use of its funding



2020 ARC Funding

Category	Amount
Area Development	\$2,325,000
Distressed Counties	\$916,000
Central Appalachian Distressed County Infrastructure	\$1,399,743*
Local Development Districts	\$487,000
Access Road	\$3,000,000
Total	\$4,640,743

* Estimate level funding



ARC Strategic Plan Priorities

- Economic Opportunities
- Workforce Development
- Critical Infrastructure
- Natural and Cultural Assets
- Leadership and Community Capacity



Virginia Targeted Investment Priorities

- Supports the deployment of broadband infrastructure to enable universal access in unserved areas of the Region
- Supports efforts that are addressing the opioid crisis
- Support the development of regional solutions to address water/wastewater infrastructure needs



Existing Priorities

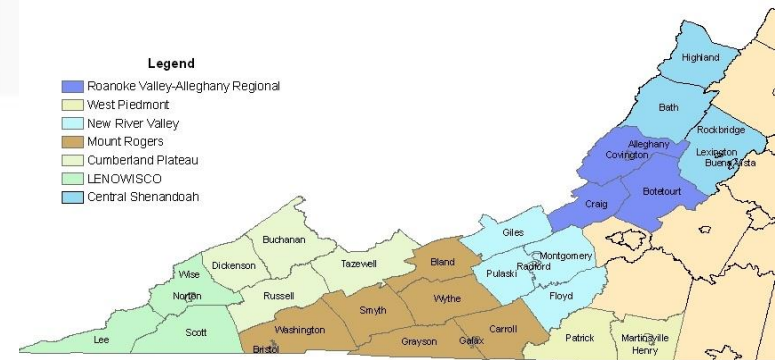
- Continue to promote regional partnerships that support regional economic development, encourage activities that diversify the economic base, and enhance entrepreneurial activities
- Continue to support the development of a world class and highly skilled, competitive workforce that is well educated and appropriately trained for the job market, as well as provide adequate health care services throughout the Region.
- Continue to assist communities in the preservation, development and promotion of natural and cultural assets for local economies and improved quality of life
- Continue to strengthen current and next generation local and regional leadership capacity to innovate, enhance collaborative and community based skills to improve quality of life in Appalachian Virginia.



Virginia ARC Programs

- Area Development Program
 - Construction projects
 - Non-Construction projects/planning grants
- Access Road Program

Virginia's ARC Local Development Districts





Workshop Objectives

At the end of the workshop, you will be able to:

- Understand and prepare all sections of a full ARC application
- Prepare an application for a project that is strategic, collaborative, impactful, and sustainable.



ARC Application Process and Timeframe

Process	Timeframe
ARC Applications Due	January 17, 2020
Funding Announcement	Mid-March (estimated)
DHCD Submission to ARC	May 31, 2020 to August 15, 2020
ARC Approval	Between July and September 2020
DHCD Contract Negotiations	November-December 2020

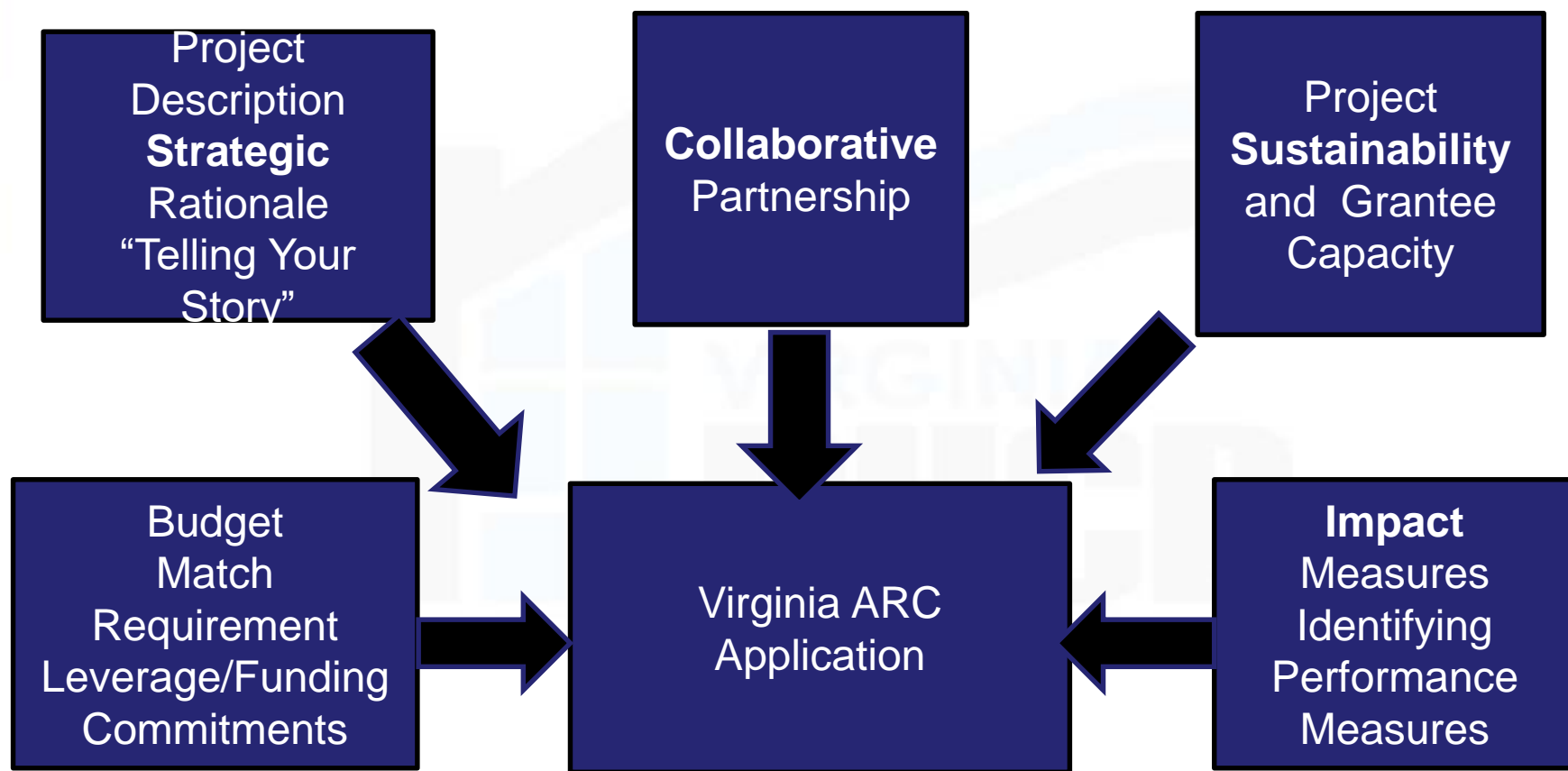


Virginia ARC Funding Caps

Project Type	Amount
Construction	Up to \$500,000
Non-Construction/Planning Grant	Up to \$100,000
Planning Grant	Up to \$50,000
Regional Non-Construction Projects	Up to \$300,000
Access Road Projects	Up to \$500,000



Key Elements of Your Application





Resources: Where to find information?

- Data
- Reports

← → ↻ ⓘ Appalachian Regional Commission [US] | https://www.arc.gov/research/DataReports.asp

The screenshot shows the ARC website's "Data Reports" page. The header features the ARC logo and a search bar. The main content area is titled "Data Reports" and includes a section for "Socioeconomic Data Profile by County". This section contains a description of the report, a dropdown menu for "Select State", another for "Select County", and a "Get Report" button. Below this is a "Data Topics" section with a "Select Topic" dropdown. The "County Economic Status Classification" section follows, with a description and dropdowns for "Select State", "Select County", and "Select Fiscal Year", along with a "Get Report" button. A left sidebar lists various site sections like "About ARC", "Appalachian Region", "Program Areas", "Grants and Funding", "Research, Maps, and Data", "Newsroom", and "Publications". The footer contains links for "Site Map", "Contact ARC", "Web and Privacy Policy", "USA.gov", and "Office of Inspector General".

ARC APPALACHIAN REGIONAL COMMISSION

Search ARC Go

Home: [Research, Maps, and Data](#): Data Reports [Print this page](#) [Email this page](#)

Data Reports

Socioeconomic Data Profile by County

This report will return the following data on the selected county and will include national, state, and Appalachian averages: Population, Income, Unemployment, Poverty, Education, and Geography.

-- Select State -- ▾ -- Select County -- ▾

Data Topics

These reports contain state- and county-level data for the entire Appalachian Region.

-- Select Topic -- ▾

County Economic Status Classification

This report will return ARC's economic status classification for the selected county, and the economic data that classification is based on.

-- Select State -- ▾ -- Select County -- ▾ -- Select Fiscal Year -- ▾

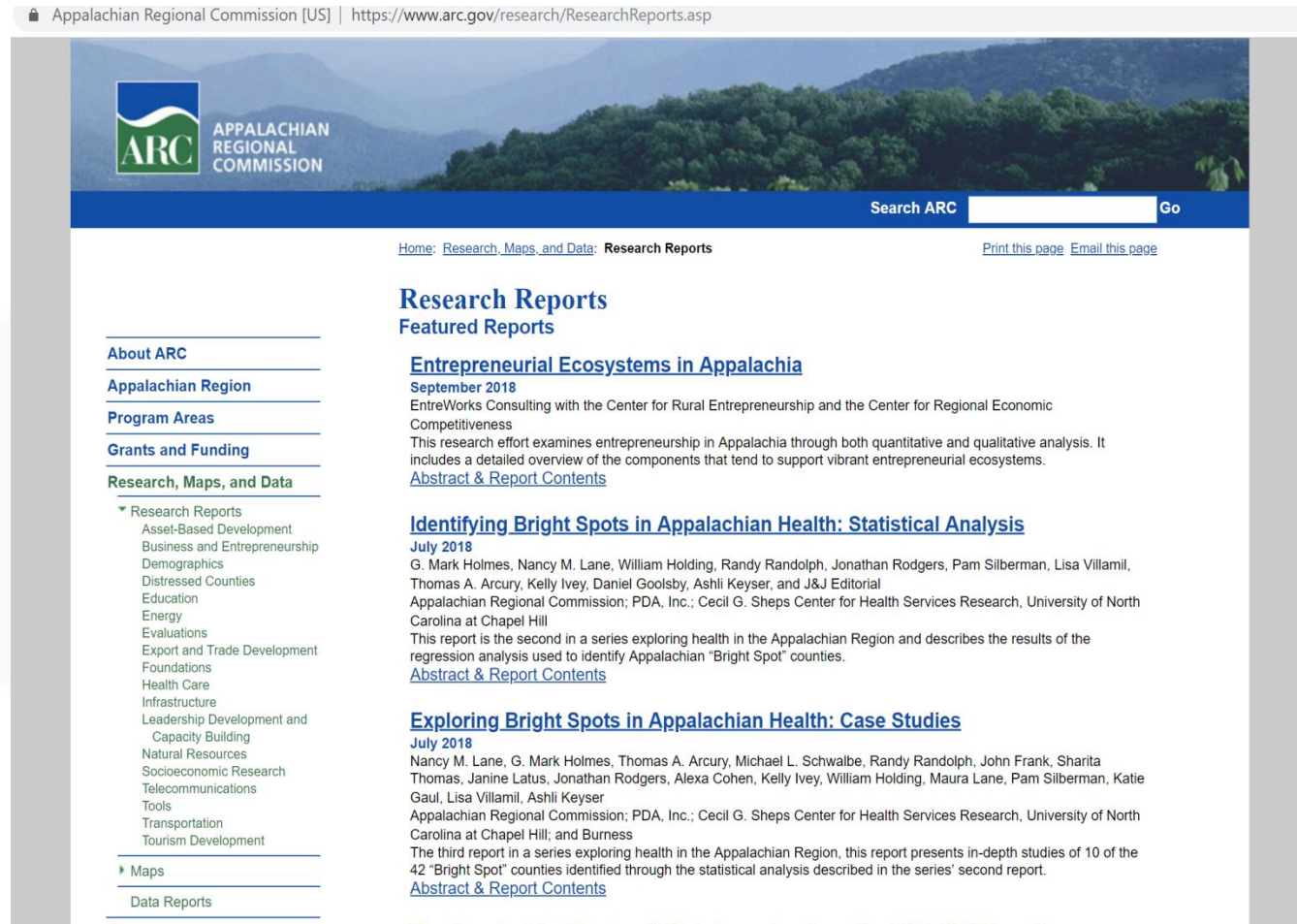
Site Map Contact ARC Web and Privacy Policy USA.gov Office of Inspector General



Resources: Where to find information?

- Reports

Appalachian Regional Commission [US] | <https://www.arc.gov/research/ResearchReports.asp>



The screenshot shows the Appalachian Regional Commission (ARC) website's Research Reports page. The header features the ARC logo and a search bar. The main content area is titled 'Research Reports' and 'Featured Reports'. It lists two reports: 'Entrepreneurial Ecosystems in Appalachia' (September 2018) and 'Identifying Bright Spots in Appalachian Health: Statistical Analysis' (July 2018). A sidebar on the left contains a navigation menu with categories like 'About ARC', 'Appalachian Region', 'Program Areas', 'Grants and Funding', and 'Research, Maps, and Data'. The 'Research, Maps, and Data' category is expanded, showing a list of sub-topics including 'Research Reports', 'Asset-Based Development', 'Business and Entrepreneurship', 'Demographics', 'Distressed Counties', 'Education', 'Energy', 'Evaluations', 'Export and Trade Development', 'Foundations', 'Health Care', 'Infrastructure', 'Leadership Development and Capacity Building', 'Natural Resources', 'Socioeconomic Research', 'Telecommunications', 'Tools', 'Transportation', and 'Tourism Development'.

ARC APPALACHIAN REGIONAL COMMISSION

Search ARC Go

Home: [Research, Maps, and Data](#): **Research Reports** [Print this page](#) [Email this page](#)

Research Reports

Featured Reports

[Entrepreneurial Ecosystems in Appalachia](#)
September 2018
EntreWorks Consulting with the Center for Rural Entrepreneurship and the Center for Regional Economic Competitiveness
This research effort examines entrepreneurship in Appalachia through both quantitative and qualitative analysis. It includes a detailed overview of the components that tend to support vibrant entrepreneurial ecosystems.
[Abstract & Report Contents](#)

[Identifying Bright Spots in Appalachian Health: Statistical Analysis](#)
July 2018
G. Mark Holmes, Nancy M. Lane, William Holding, Randy Randolph, Jonathan Rodgers, Pam Silberman, Lisa Villamil, Thomas A. Arcury, Kelly Ivey, Daniel Goolsby, Ashli Keyser, and J&J Editorial
Appalachian Regional Commission; PDA, Inc.; Cecil G. Sheps Center for Health Services Research, University of North Carolina at Chapel Hill
This report is the second in a series exploring health in the Appalachian Region and describes the results of the regression analysis used to identify Appalachian "Bright Spot" counties.
[Abstract & Report Contents](#)

[Exploring Bright Spots in Appalachian Health: Case Studies](#)
July 2018
Nancy M. Lane, G. Mark Holmes, Thomas A. Arcury, Michael L. Schwalbe, Randy Randolph, John Frank, Sharita Thomas, Janine Latus, Jonathan Rodgers, Alexa Cohen, Kelly Ivey, William Holding, Maura Lane, Pam Silberman, Katie Gaul, Lisa Villamil, Ashli Keyser
Appalachian Regional Commission; PDA, Inc.; Cecil G. Sheps Center for Health Services Research, University of North Carolina at Chapel Hill; and Burness
The third report in a series exploring health in the Appalachian Region, this report presents in-depth studies of 10 of the 42 "Bright Spot" counties identified through the statistical analysis described in the series' second report.
[Abstract & Report Contents](#)

About ARC

Appalachian Region

Program Areas

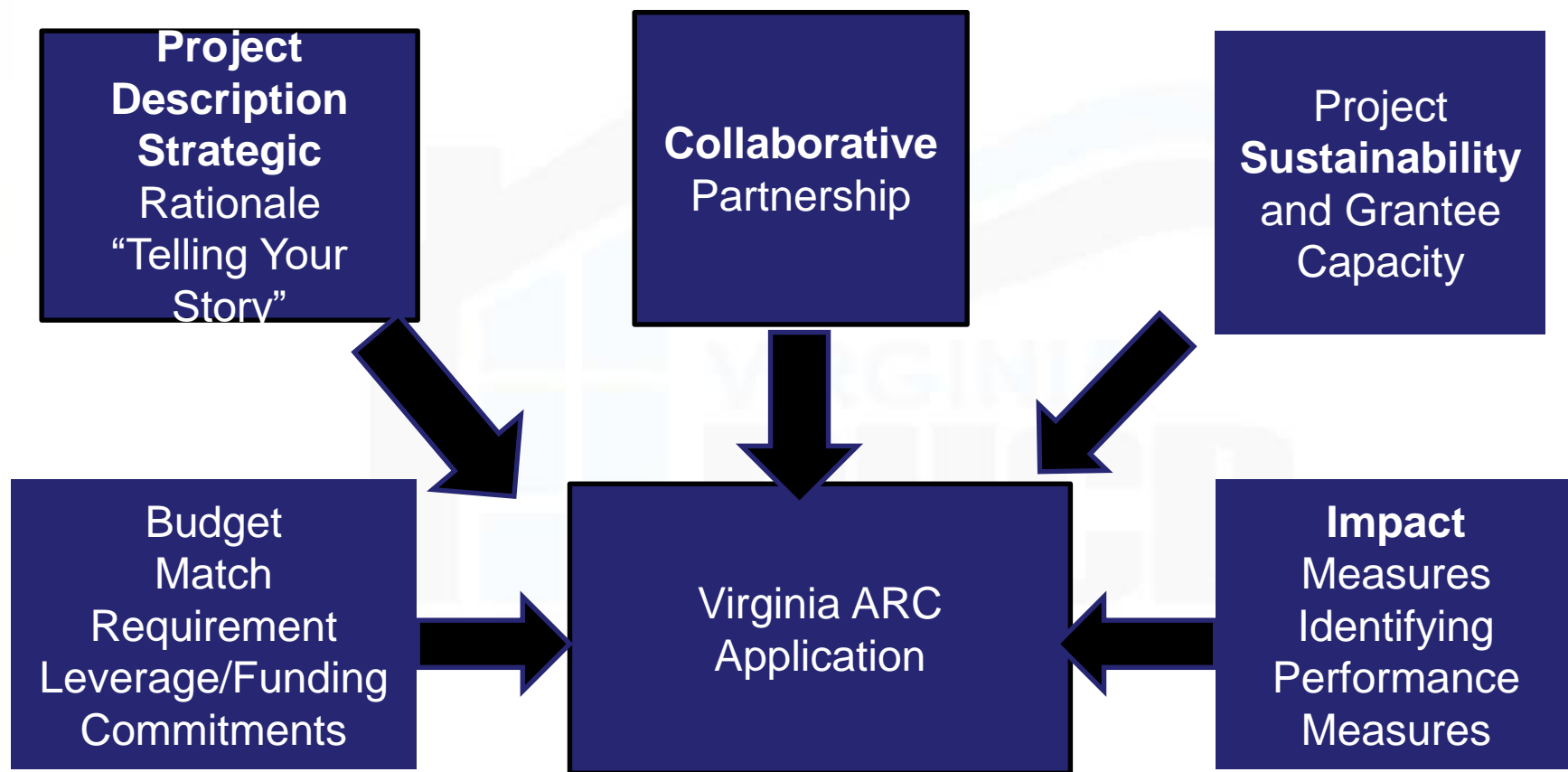
Grants and Funding

Research, Maps, and Data

- ▼ Research Reports
 - Asset-Based Development
 - Business and Entrepreneurship
 - Demographics
 - Distressed Counties
 - Education
 - Energy
 - Evaluations
 - Export and Trade Development
 - Foundations
 - Health Care
 - Infrastructure
 - Leadership Development and Capacity Building
 - Natural Resources
 - Socioeconomic Research
 - Telecommunications
 - Tools
 - Transportation
 - Tourism Development
- Maps
- Data Reports



Common Application Challenges





ARC

Match Requirements

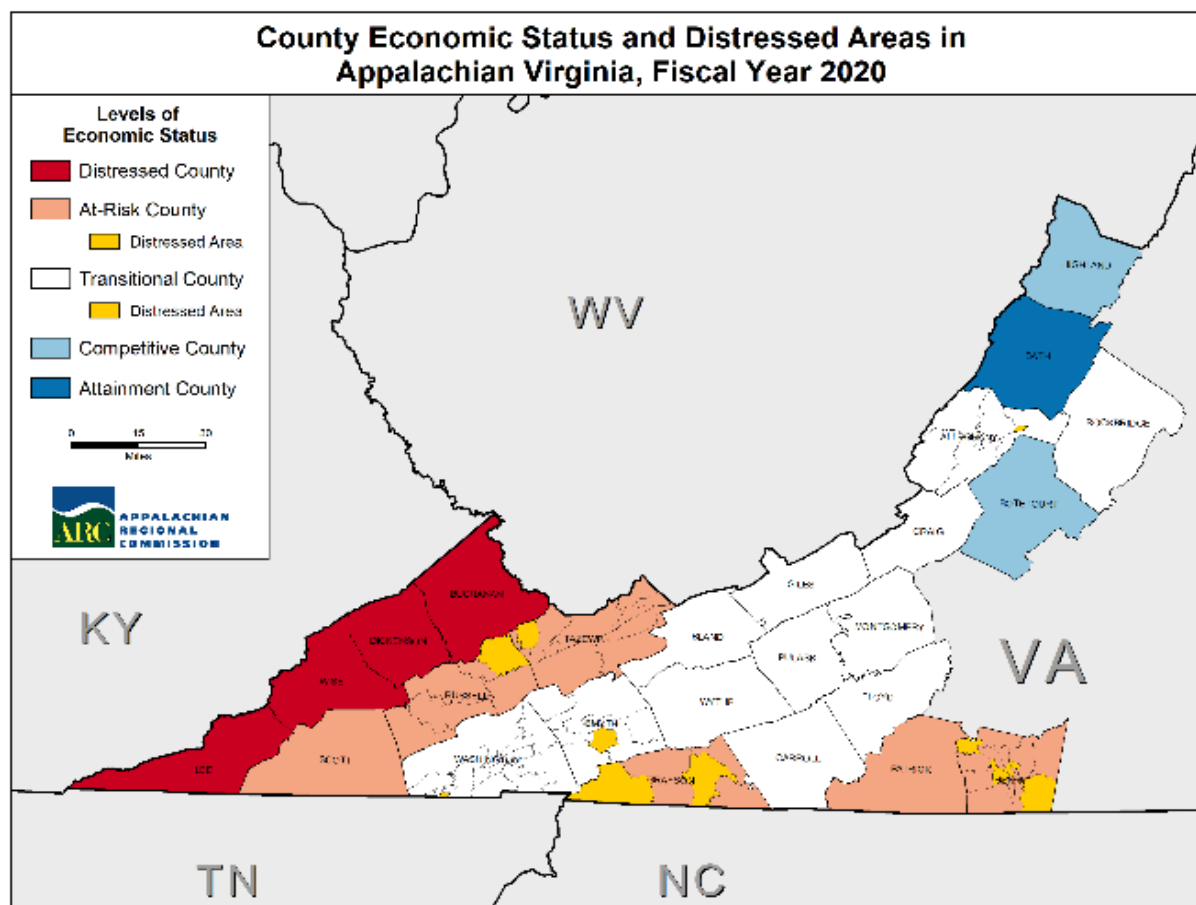
All Virginia ARC assistance must be matched **dollar for dollar or 50% match** with local (non-

Federal) funding, unless the project is in a:

Distressed	20% Match
At-Risk	30% Match
Transitional	50% Match
Competitive	70% Match
Attainment	Not Eligible



2020 County Economic Status





2020 Distressed Areas Within Transitional or At-Risk Counties

- Alleghany (including City of Covington)-1 Distressed Census Tract
- Grayson - 2 Distressed Census Tracts
- Henry (including City of Martinsville) - 6 Distressed Census Tracts
- Russell-1 Distressed Census Tract
- Smyth - 1 Distressed Census Tract
- Tazewell - 1 Distressed Census Tract
- Washington (and City of Bristol) - 1 Distressed Census Tract



How do I calculate the match rate for a project serving multiple counties?

OPTION 1

average match rate

OPTION 2

the “majority” rule



Option 1: Multiple Counties - When to use the AVERAGE match rate

If there are multiple counties and less than half are distressed and/or at-risk counties - use the AVERAGE match rate

Example: Less than half of the five counties are distressed in FY19

	Co. Desig FY19	Max ARC %
Wise	Distressed	80%
Washington	Transtl	50%
Smyth	Transtl	50%
Russell	At Risk	70%
Bland	Transtl	50%
	AVERAGE RATE	60%



Option 2: Multiple Counties - When to use the “majority” rule

If there are multiple counties and at least half of the counties are distressed.

Example: At least half of the five counties are distressed in FY19

	Co. Desig FY18	Max ARC
Lee	Distressed	80%
Wise	Distressed	80%
Washington	Transtl	50%
	Match Rate	80%



How To Calculate Match?

First, determine the project budget

Expenses	Cost Estimate
Equipment – advanced manufacturing demo machines	\$500,000
Equipment – 100 computer stations	\$100,000
Contractual – Employee Training Managers	\$150,000
Total: \$750,000	



How to Calculate Match?

Expenses	Cost Estimate
Equipment – advanced manufacturing demo machines	\$500,000
Equipment – 100 computer stations	\$100,000
Contractual – Employee Training Managers	\$150,000
Total: \$750,000	
<ul style="list-style-type: none">• 80% of \$750,000 = \$600,000 → This is the maximum amount of ARC funds that can be requested.• 20% of \$750,000 = \$150,000 → This is the amount of matching funds required.	



What is Match?

- Cash
- Loans
- In-kind
 - Land or property or equipment
 - Services



How to Document Match?

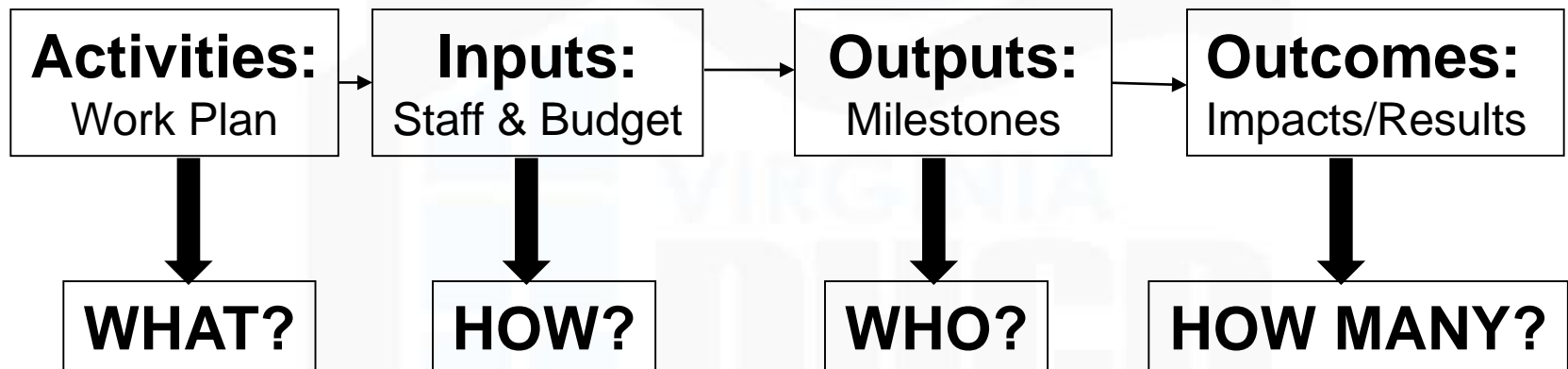
- Document match on letterhead or by copy of official document
- Document must include dollar amount committed
- Document must include signature of authorized representative
- For real property - must have MAI appraisals (or equivalent)
- For in-kind match
 - Includes description of in-kind resource (personnel, equipment, contract labor, materials, etc.)
 - Include explanation of how you determined the value of in-kind contribution
 - Note – after project is approved, you must track in-kind. You also must maintain all relevant match records such as personnel records, time sheets, etc.



PERFORMANCE MEASURES



Performance Measures Logic Model





JOBS



Entrepreneurship Education	<ul style="list-style-type: none">• # of students served (enrolled)	<ul style="list-style-type: none">• # of students/participants improved (i.e. completed program or improved skills)
Business Incubation Programs	<ul style="list-style-type: none">• # of businesses served (assisted)	<ul style="list-style-type: none">• # of businesses created• # of jobs created• Leveraged Private Investment (LPI)
Tourism Development	<ul style="list-style-type: none">• # of businesses served (assisted)• # of "new" visitors	<ul style="list-style-type: none">• # of jobs created• LPI



PEOPLE



Workforce Training	<ul style="list-style-type: none">• # of new programs	<ul style="list-style-type: none">• # of employees with improvements• # of employees with enhanced employment opportunities
Leadership	<ul style="list-style-type: none">• # of new programs• # of participants	<ul style="list-style-type: none">• # of communities implementing plans• Increase in organizational efficiency
Healthcare	<ul style="list-style-type: none">• # of participants	<ul style="list-style-type: none">• # of patients with improved healthcare



INFRASTRUCTURE



Water/ Sewer	<ul style="list-style-type: none">• Linear feet of pipe installed• Increase in capacity or storage• # of businesses/households served	<ul style="list-style-type: none">• # of businesses/households with new service or improved quality of service• # of jobs created or retained• Maintenance costs reduced• LPI
Industrial Site	<ul style="list-style-type: none">• Linear feet of pipe• # of businesses served	<ul style="list-style-type: none">• # of jobs created or retained• LPI
Access Road	<ul style="list-style-type: none">• Miles of road constructed• # of businesses served	<ul style="list-style-type: none">• # of jobs created or retained• LPI



Common Performance Measure Problems

- No documentation from employers for jobs created (required for infrastructure projects).
- No plan for differentiating served/improved.
- Some applications do not specify numerical outputs and outcomes or do not specify outcomes in the appropriate format.



Project Development Scenarios

Group Breakout Session 20 minutes



Contact Information

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